



Michigan Amateur Hockey Association

Michigan Amateur Hockey Association 2023 – 2024 Association of the Year Contest

Purpose: To incentivize local associations to continue build numbers at the 8U age level

Incentive: The top performing association will be awarded the Association of the Year (John Stansik Award). There are also cash awards for the top three performing associations.

First Place \$7,500

Second Place \$5,000

Third Place \$2,500

Criteria: Association will be measured on several specific growth measurements. They will receive points based on their performance in each of the categories. Growth measurements will be tracked throughout the year, with the March 31, 2024 USA Hockey Membership numbers being the final score. You can track your progress by going to the [Grow Your Association](#) page on the MAHA Website. Stats will be update monthly starting in October.

Associations will also be eligible for a maximum of 800 participation points based on their participation in certain growth-related activities as defined below. Participation points will be awarded throughout the year as activities are completed. All participation activities must be completed no later than the date shown for the activity. To record your participation, this year we are using a Google Sheets document to make multiple entries easier. [Here is the link to the participation tracking sheet](#). Once the sheet opens, find your association name across the top and enter your information below.

Growth Measurements

Change in the Percentage of Total Youth Players: This measurement takes the total increase / or decrease of the number of youth (ages 1-18) players in your association and divides that by the total number of youth players you had during the 2022 – 2023 season. *Maximum 100 Points.*

Change in the Percentage of Total 8U Players: The measurement takes the total increase / or decrease of the number of players ages 1-8 in your association and divides that by the total number of players ages 1-8 you had during the 2022 – 2023 season. *Maximum 100 Points.*

8U Players as a Percentage of Your Total Association Youth Membership: Takes the total number of players ages 1-8 that you have registered and divides that by the total number of youth players you have registered.

8U Player Retention: Measures the percentage of returning players at the 8U level that were rostered the previous season.



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80% Retention of 8U Player Bonus: Awards an additional 100 points for associations that achieve an 8U player retention % of over 80%.

Participation Points

Identify Growth Coordinator: Identify a local growth coordinator that will be responsible for 8U growth related activities in your association. If you have not already identified one, during the submission of your Affiliate Agreement Contacts for the 2023 – 2024 season, please enter it into the tracking document. Growth Coordinator must be identified no later than 10/15/23 to receive credit. *Receive 50 points.*

Set an 8U Player Goal: Go to the [participation tracking sheet](#) and find your association listing. There, you can see how many players your association had during the past season. Set an 8U player goal for the season and enter it into tracking document. The player goal must be entered no later than 10/15/23 to receive credit. *Receive 50 points.*

Program Services Growth Assessment: Get an overall assessment of your growth plans for the year. Learn about other opportunities for growth that you may not be aware of. Contact Jason Reynolds (jreynolds@maha.org) to schedule a date and time for your review. You must request an appointment no later than 10/31/23 to qualify. *Receive 50 points.*

Enroll in Hat Trick Challenge: Enroll in the [USA Hockey Hat Trick Challenge](#). Enter the date into the tracking document that you registered. *Receive 50 points.*

Girls Hockey Weekend: [Enroll in the Girls Hockey Weekend on the USA Hockey site](#). Once your event is complete, go to the tracking document and enter what you did and what success you had. *Receive 50 points.*

Welcome Back Week: Enroll in USA Hockey Welcome Back Week. Participate during Welcome Back Week by inviting back players from the previous two seasons to return to hockey. Enrollment in welcome back week is part of the Hat Trick Challenge enrollment. *Receive 50 points.*

November 4, 2023, Try Hockey for Free Participation: Participate in the first national Try Hockey for Free Day. [Register for this event on the USA Hockey Website](#). Record the number of participants you had in tracking system. *Receive 25 points.*

February 24, 2024, Try Hockey for Free Participation: Participate in the second national Try Hockey for Free Day. [Register for this event on the USA Hockey Website](#). Record the number of participants you had in tracking system. *Receive 25 points.*

Host your own Try Hockey for Free Day: Host a Try Hockey for Free outside the two national dates. Host a MAHA Try Hockey for Free Day sponsored by Biggby Coffee. MAHA will provide equipment and assistance for this event and a jersey for every player. [To host an event register here](#). *Receive 50 points.*



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Association Learn to Skate Program: Your association must run **its own** Learn to Skate program for a minimum of 6 weeks. The sessions must be complete by March 31, 2024. Record the number of participants you had in tracking system. *Receive 50 points.*

Association Learn to Play Program: Your association must run **its own** Learn to Play program for a minimum of 6 weeks. The sessions must be complete by March 31, 2024. Record the number of participants you had in tracking system. *Receive 50 points.*

Bonus Points

Host Courageous Conversations Presentation: Have your Association host Rico Phillips' (Director of Diversity & Inclusion for the Ontario Hockey League) Courageous Conversation presentation for your Association members. His presentation is about 1.5 hours and is beneficial in helping your association grow a more welcoming and diverse player base. If 25% more of your association families (at least one parent per player) attend receive 50 points. *If over 50% attend receive 100 points.* Contact Jason Reynolds (jreynolds@maha.org) to schedule a date for your association.

Host be nice Mental Health Presentation: Have your Association host the Mental Health Foundation of West Michigan for a presentation to your membership. Some Student-athletes experience challenges to their mental health. It's as simple as that. The **be nice** Team program is about an hour and provides an easy tool to use and understand for all ages and backgrounds that gives coaches and trainers the knowledge and confidence to take action when faced with a mental health concern. If 25% more of your association families (at least one parent per player) attend receive 50 points. *If over 50% attend receive 100 points.* Contact Jason Reynolds (jreynolds@maha.org) to schedule a date for your association.

Positive Coaching Alliance Seminars: Positive Coaching Alliance seminars will be offered via Zoom throughout the season. *Receive 25 points per session* if more than 10 people from your association participate in each of these sessions. Contact Jason Reynolds (jreynolds@maha.org) for more information. *Maximum 100 Points.*

Best of luck to all associations, and thank you for your commitment to growing the game of ice hockey in Michigan!

Sincerely,

George Atkinson

George Atkinson
President
Michigan Amateur Hockey Association

Jason Reynolds

Jason Reynolds
Director of Operations & Marketing
Michigan Amateur Hockey Association